

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR USER-  
SPECIFIC ADVERTISING IN A SUPPLY CHAIN MANAGEMENT  
FRAMEWORK**

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**ABSTRACT**

A system, method and computer program product are disclosed for advertising in a  
network-based supply chain management framework in which data is received utilizing a  
10 network from a plurality of stores of a supply chain. A user is allowed to access the data  
utilizing a network-based interface. The user accessing the network-based interface is  
identified and advertising is presented to the user in accordance with the identification.